Breast Imaging Market Research Report: Information by Technology (Ionizing [Mammography, Molecular Breast Imaging (MBI)/Molecular Breast-Specific Gamma Imaging (BSGI), PET-CT, Contrast-Enhanced Spectral Mammography (CESM) and Cone Beam Computed Tomography], Non-Ionizing [Breast Ultrasound, Breast MRI, Breast Thermography, Optical Imaging and Electrical Impedance Imaging (EIT)] and others), End Users (Hospitals and Clinics, Specialty Centers and others) and Region (Americas, Europe, Asia-Pacific and Middle East & Africa) - Global Forecast till 2025

Market Scenario

Global Breast Imaging Market is expected to register 7.5% CAGR during the forecast period, 2019 to 2025, and is expected to reach USD 4.9 billion in 2025.

Breast imaging includes technologies and tools used for screening, detection, and diagnosis of breast cancer. If cancer is detected, these technologies also help to determine the stage and location of the cancerous cells. The types of breast cancer are invasive ductal carcinoma, ductal carcinoma in situ, metastatic breast cancer, and inflammatory breast cancer. Several major manufacturers are involved in research and development for the launch of innovative breast imaging equipment, which is expected to drive the global market during the forecast period.

However, factors such as stringent regulatory policies, product recall, and others are hampering the growth of the global market.

Segmentation

The global breast imaging market is segmented based on technology, end users, and region.

The global market for breast imaging, by technology, is segmented into ionizing, non-ionizing, and others. The ionizing segment is further sub-segmented into mammography, molecular breast imaging (MBI)/molecular breast-specific gamma imaging (BSGI), PET-CT, contrast enhanced spectral mammography (CESM), and cone beam computed tomography. The non-ionizing segment is further sub-segmented into breast ultrasound, breast MRI, breast thermography, optical imaging, and electrical impedance imaging (EIT).

The ionizing segment accounted for the largest segment of the market due to a high number of individuals opting for mammography. For instance, according to the data collected in the 2016 National Ambulatory Medical Care Survey (NAMCS), in 2016, 17,329 individuals visited a physician for a mammography examination.

Based on end user, the global market is segmented into hospitals and clinics, specialty centers, and others. The hospitals and clinics segment is expected to hold the largest market share.

In the current scope of the study, the segments mentioned above are covered into the four global regions, namely, the Americas, Europe, Asia-Pacific, and the Middle East & Africa.

The breast imaging market in the Americas has further been segmented into North America and South America, with the North American market divided into the US and Canada. The European breast imaging market has been segmented into Western Europe and Eastern Europe. Western Europe has been classified as Germany, France, the UK, Italy, Spain, and the rest of Western Europe. The breast imaging market in Asia-Pacific has been segmented into Japan, China, India,
South Korea, Australia, and the rest of Asia-Pacific. The breast imaging market in the Middle East & Africa has been segmented into the Middle East and Africa.

**Key Players**

Some of the key players operating in the global breast imaging market are Koninklijke Philips N.V. (Netherlands), GENERAL ELECTRIC COMPANY (US), Siemens Healthcare Private Limited (Germany), FUJIFILM Corporation (Japan), Hologic, Inc. (US), Dilon Technologies, Inc. (US), SonoCiné (US), CMR Naviscan (US), Supersonic Imagine (France), PLANMED OY (Finland), and KUB Technologies (US).

**Regional Market Summary**

**Global Breast Imaging Market Share (%), by Region, 2018**

Sources: MRFR Analysis

The Americas dominated the global breast imaging market, owing to the high prevalence of breast cancer and the presence of major manufacturers. For instance, approximately 1 out of 8 women (around 12%) in the US are expected to be diagnosed with invasive breast cancer.

In 2018, it was estimated that Europe accounted for the second-largest market. However, Asia-Pacific is expected to register the fastest CAGR due to increasing awareness regarding breast cancer. On the other hand, the Middle East & Africa is expected to hold the least share in the breast imaging market due to the limited access to health facilities and lack of awareness regarding health management.

**Global Breast Imaging Market, by Technology**

- Ionizing Mammography
  - Molecular Breast Imaging (MBI)/Molecular Breast-Specific Gamma Imaging (BSGI)
  - PET-CT
  - Contrast Enhanced Spectral Mammography (CESM)
  - Cone Beam Computed Tomography
- Non-ionizing Breast Ultrasound
  - Breast MRI
  - Breast Thermography
  - Optical Imaging
  - Electrical Impedance Imaging (EIT)
- Others

**Global Breast Imaging Market, by End User**

- Hospitals and Clinics
- Specialty Centers
- Others

**Global Breast Imaging Market, by Region**

- Americas
• North America
  • US
  • Canada

• Europe
  • Western Europe
    • Germany
    • France
    • Italy
    • Spain
    • UK
    • Rest of Western Europe
  • Eastern Europe

• Asia-Pacific
  • Japan
  • China
  • India
  • Australia
  • South Korea
  • Rest of Asia-Pacific

• Middle East & Africa
  • Middle East
  • Africa

Intended Audience
• Medical device manufacturers
• Government research institutes
• Academic institutes and universities
• Venture capitalists

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